

Message Text

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43

ACTION ARA-10

INFO OCT-01 ISO-00 ARAE-00 EB-07 PA-02 PRS-01 USIA-15

CIAE-00 INR-07 NSAE-00 /043 W
----- 103229

P R 172153Z MAR 75

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC PRIORITY 7585

INFO USDOC WASHDC

AMEMBASSY CARACAS

AMEMBASSY PORTO ALEGRE

AMEMBASSY SAO PAULO

UNCLAS BOGOTA 2482

EO 11652: NA

TAGS: BEXP CO

SUBJ: ROCKY MOUNTAIN STATES IOGA TRADE MISSION

REF: A) BOGOTA 1492; B) BOGOTA 1859; C) STATE 056409

1. WE ARE DELIGHTED TO LEARN THAT ROCKY MOUNTAIN TRADE MISSION IS IN FINAL STAGES OF RECRUITMENT. WE PRESUME THAT BASIC MISSION THEME X IS STILL AGRICULTURAL EQUIPMENT, IN WHICH CASE COLOMBIAN RESPONSE WILL BE GOOD AS EVIDENCED BY RECENT USDOC MISSION. EMBASSY MARKET SURVEY ON AGRICULTURAL EQUIPMENT WILL BE FOUND IN BOGOTA A-20.

2. AS DEPARTMENT IS AWARE, PENNSYLVANIA STATE TRADE MISSION, WHICH EMBASSY IS ASSISTING, WILL BE IN BOGOTA APRIL 11-16. WHILE THERE WILL BE SOME CONFLICT, PRODUCT THEMES ARE DIFFERENT AND EMBASSY RESOURCES WILL PERMIT FULL SUPPORT ROCKY MOUNTAIN. PENNSYLVANIA MISSION IS STAYING AT TEQUENDAMA AND TO MINIMIZE CONFUSION ROCKY COUNTRY IOGA WILL HAVE TO BE BOOKED AT MORE EXPENSIVE HILTON.

3. POTENTIAL CONFLICT/CONFUSION COULD BE AVOIDED, AT LEAST IN BOGOTA, IF SCHEDULE FOR ROCKY MOUNTAIN IOGA COULD BE MOVED BACK ONE WEEK. THIS WOULD ALSO ALLOW MORE TIME FOR PREPARATION
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AND MAILING OF BROCHURES. WITH HOLY WEEK FALLING MARCH 23-30,

BROCHURES WILL NOT BE RECEIVED FROM PRINTERS UNTIL APRIL 2-3
AT THE EARLIEST.

4. EMBASSY HAS CONTACTED ROBERT JEWELL OF GENERAL ELECTRIC
CATERPILLAR DISTRUBUTORS REGARDING POSSIBLE PARTICIPATION OF
EMPIRE MACHINERY IN MISSION. ACCORDING TO JEWELL, WHO SAYS HE
KNOWS WHITEMAN OF EMPIRE MACHINERY, THE MARKET HERE IS NOT
LARGE AND THE GOC DOES NOT REALLY FAVOR THE IMPORTATION OF
USED OR REBUILT MACHINERY. ONE MAJOR PROBLEM IS VALUATION
OF EQUIPMENT FOR CUSTOMS PURPOSES. FOR THZME AND OTHER
REASONS, GE HAS NOT IMPORTED CATERPILLAR REBUILTS. JEWELL
OF OPINION THAT BEST PROSPECT FOR ACPIRE WOULD BE ASSOCIATED
PRODUCTS TO CATERPILLAR MACHINERY.

5. RESERVATIONS AT HILTON CONFIRMED FOR FRY. COMMATT, S.R.
GIBSON, WILL MEET ON ARRIVAL.

6. WOULD APPRECIATE PRIORITY RESPONSE PARA THREE.
VAKY

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NNN

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